

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period October 1, 2019 to September 30, 2020.

1) Employment Unit: CBS Operations Inc.

2) Unit Members (Stations and Communities of License): WTOG TV- St Petersburg FL

3) EEO Contact Information for Unit Member:

Mailing Address: 365 105 th Terrace NE St Petersburg FL 33716	Telephone Number: 727-570-4202
	Contact Person: Maltee Ramlochan
	E-mail Address: mramlochan@wtogtv.com

I. FULL TIME VACANCIES DURING REPORTING PERIOD – Jobs Filled (See Master Recruitment Source List for recruitment source data)

Job Title	Recruitment Source Notified of Job Vacancy	Recruitment Source of Hire
VP General Manager	1-38	35
Multi-Media Reporter	1-38	36
Multi-Media Reporter	1-38	36
Account Executive	1-38	37

II. MASTER RECRUITMENT SOURCE LIST UTILIZED DURING REPORTING PERIOD

CODE #	RECRUITMENT SOURCE	ADDRESS	CONTACT	PHONE	REQUESTED NOTIFICATION (Y/N)	NUMBER OF INTERVIEWEES REFERRED
1	Bethune-Cookman College	640 Mary McLeod Bethune Blvd Daytona Beach FL 32114	Lola Casellas Young Career Counselor	386-481-2167	N	
2	Pinellas Co Urban League	333 31 st St N St Petersburg FL 33713	Marshae Scott	727-327-2081	N	
3	St Petersburg College	2465 Drew St Clearwater FL 33765	Mae Knotek Job Placement	727-791-2680	N	
4	St Petersburg Branch NAACP	PO Box 12402 St Petersburg FL 33733	Norman Brown	727-898-3310	N	
5	University of Tampa	401 W Kennedy Blvd Tampa FL 33606-1490	Julia Ruddock Director	813-253-3378	N	
6	University of South Florida	4202 Fowler Ave Tampa FL 33620-7100	Kathleen Rochee	813-974-2591	N	
7	University of South Florida	140 7 th Ave S St Petersburg FL 33701-5016	Career Center	727-553-1129	N	
8	Hillsborough Community College	PO Box 31127 Tampa FL 33631	Alisa Keaton	813-253-7008	N	
9	St Petersburg Vo Tech	901 34 th St S St Petersburg FL 33711	Dolores Stabile, Career Services	727-893-2500 ext.1085	N	
10	Tampa Bay Workforce Alliance	9215 N Florida Ave. Tampa FL 33612	Jim Wells	813-397-2021	N	
11	Webster College	11201 Corporate Circle N St Petersburg FL 33716	Career Services	727-570-9300	N	
12	Art Institute of Tampa	4401 N Himes Tampa FL 33614	Bruce Mc Cain	888-599-5816	N	
13	Full Sail	3300 University Blvd Winter Park, FL 32792	Dan Severson	844-706-0689	N	
14	St Petersburg College	6605 5 th Ave N St Petersburg FL 33710	Kellie Ziemark	727-341-4772	N	
15	Connecticut School of Broadcasting	3901 Coconut Palm Dr. Ste. 105 Tampa FL 33619	Career Services	813-740-0990	N	
16	Emma L Bowen Foundation	30 Rockefeller Plaza, New York, NY 10112	Sandra Rice, Director	212-664-3486	N	
17	National Council of La Raza	Raul Yzsaguirre Bldg.1126 16 th St NW Ste. 500 Washington DC 20036-4826	Newsletter Editor	202-785-1670	N	
18	Career Source Pinellas	2312 Gulf to Bay Blvd. Clearwater FL 33765	Career Resources	727-524-4344	N	
19	Pasco-Hernando State College	10230 Ridge Rd New Pt Richey FL 34654-5112	Career Resources	727-847-2727	N	
20	Argosy University	1403 N Howard Ave Tampa FL 33607	Career Services	813-393-5290	N	
21	Pinellas Tech College	6100 154 th Ave N Clearwater FL 33760	Regina Canton	727-538-7167	N	
22	Lee Hecht Harrison	2701 N Rocky Point Dr. Ste. 980 Tampa FL 33607	Lillie Espinosa	813-872-7700	N	
23	Goodwill Industries of Central Florida	3911 E Colonial Dr. Orlando FL 32803	Job Connection Center	407-872-0770	N	
24	Pinellas Opportunity Council	501 1 st Ave N St Petersburg FL 33701	Carolyn King	727-823-4101	N	
25	Florida Memorial University	15800 NW 42 nd Ave Miami Gardens FL 33054	Career Services	305-626-3600	N	
26	Ava Maria University	5050 Ava Maria Blvd Ava Maria FL 34142	Career Services	239-280-2500	N	
27	The Baptist College of Florida	5400 College Dr. Graceville FL 32440	Career Services	800-328-2660	N	
28	Beacon College	105 E Main St Leesburg FL 34748	Career Services	855-220-5376	N	
29	Broward College	111 East Las Olas Blvd Ft	Career Services	954-201-7350	N	

		Lauderdale FL 33301				
30	PTEC	6100 154 th Ave N Clearwater FL 33760	Regina Canton	727-538-7167	N	
31	Career Builders	Online Job Bank	Website posting via CBS applicant tracking system Avature		N/A	
32	Indeed.com	Online Job Bank	Website posting via CBS applicant tracking system Avature		N/A	1
33	WTOG-CW44 website	365 105 th Terrace NE St Petersburg FL 33716	CBS.com/careers	727-576-4444	N/A	
34	CBS.com/Careers		Website posting via CBS applicant tracking system Avature		N/A	3
35	Internal Employee	CBS Television Stations			N/A	3
36	Linkedin	Online Job Bank			N/A	4
37	Referrals	Non-Employee/Previous Employee Referral			N/A	3
38	http://de.nlx.org/pdfs/JobAlliancesList.pdf	CBS Corporation	Post on behalf of CBS for compliance purposes.		N/A	

TOTAL INTERVIEWEES FOR THE 12 MONTH PERIOD

14

III. Supplemental Recruitment Measures.

(A) Participation in Events.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>Pinellas Technical College Advisory Council (PTEC) Meeting- Greg met with board to discuss moving students into new ideas and Designing creative resume building tapes. We discussed the essential needs for them to further their start to getting a job in broadcasting.</p>	<p>11/15/19</p>	<p>Greg Blackburn, Creative Services Director</p>
<p>PTEC Advisory Council Meeting- Greg met with students and Bruce Copeland, PTEC administrator to discuss moving students into new ideas and stress with new management questioned how students compete with 2 years Jr. College and 4 years Universities? Why would companies hire them with less training? The need for students to build as many intern and freelance opportunities on paper to further their broadcasting careers.</p>	<p>1/28/20</p>	<p>Greg Blackburn, Creative Services Director</p>
<p>PTEC Advisory Council Zoom Meeting- Greg Blackburn and Kevin Voyer with students, Bruce Copeland, PTEC administrator and industry professionals to discussed editing techniques for TV and promotions, along with future internship opportunities. Greg explained how an internship will benefit their ways to prove themselves for their future broadcasting careers.</p>	<p>5/30/20</p>	<p>Greg Blackburn, Creative Services Director Kevin Voyer, Producer/Writer</p>
<p>PTEC Advisory Council Zoom Meeting- Greg talk to The Board about new technology allowing students to learn TV production from home and how WTOG is dealing with daily needs. Spoke to board to let students understand that even during COVID that this was a great way to understand the future of broadcasting and working remotely should not deter their creativity towards entering a future in broadcasting. Take advantage to learn new solutions.</p>	<p>6/4/20</p>	<p>Greg Blackburn, Creative Services Director</p>

<p>PTEC Advisory Council Zoom Meeting- Greg discussed with Broadcasting Professor Bruce Copeland the way media companies are dealing with COVID 19 and how the future of broadcasting will be changing with the times. Encourage students to use this period from learning from home to further their thoughts to how they will enter a career in broadcasting. The media business changes all the time and encourage students to seek their first job in broadcasting now with new creative ways available to them. We agreed to discuss the 2021 outlook on the next Zoom Meeting in October.</p>	<p>8/4/20</p>	<p>Greg Blackburn, Creative Services Director</p>
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(B) Job Fairs.

Description of Recruitment Measure:	Date:	Personnel Involved: (Name and Position)
<p>USF Health Insurance Marketplace Enrollment Kick-Off Event held Tuesday, 11/5. CW44's involvement in our collective efforts to get individuals educated and enrolled into the Health Insurance Marketplace is invaluable. Greg and Derek attended the University of South Florida Health Marketplace Kick-off, they set up a booth in the main cafeteria for 6 hours from 10am – 4pm and passed out CW44 station merchandise. They spoke to USF students about our Creative Services Internship Program and the requirements needed, along with our Sales Assistant position that was available. Jon put a QR Code Reader on the table that sent prospective students to our Careers link on the CW44.com website. Each student that came to the table also grabbed a flier that Jon made that also had the same information about jobs at CBS and how our website was able to navigate students to not just a job at WTOG, but all CBS jobs that were posted at the time.</p>	11/5/19	Greg Blackburn, Creative Services Director Jonathan Harsanje, Art Director Dereck Haupt, Producer/Director

(C) Training Management - Personnel.

Description of Recruitment Measure:	Personnel Involved: (Name and position)	Describe Training:
<p>Train Hiring Executives in the recruitment process for openings within their departments- (ongoing)</p>	<p>Michele Calachino, VP/General Manager</p> <p>Joseph Kaim, Director of Sales</p> <p>Greg Blackburn, CS Director</p> <p>Tim Stephens Director of Broadcast Operations & Engineering</p> <p>Maltee Ramlochan, Assist Controller/HR</p>	<p>In partnership with Talent Acquisition, General Manager reviews recruitment process and practices with hiring managers at the time of each position opening to ensure a thorough slate of qualified candidates are interviewed prior to the hiring decision. Department heads are reminded that discrimination is not tolerated and all employees and candidates are to be treated fairly and equally with regard to consideration of hiring, promotions and in cases of termination when necessary. Station is committed to providing equal employment opportunities to all applicants.</p>
<p>CBS Corporation Web-Based training modules distributed to all supervisors and managers</p>	<p>Michele Calachino, VP/General Manager</p> <p>Joseph Kaim, Director of Sales</p> <p>Greg Blackburn, CS Director</p> <p>Tim Stephens Director of Broadcast Operations & Engineering</p>	<p>In October 2019, a mandatory training module "Maintaining a Respectful Workplace Environment-for Supervisors" was launched in conjunction with the distribution of the updated CBS Non-Discrimination and Anti-Harassment Policy. This training that was mandatory for all employees, although there were two different versions – a more in-depth one for Supervisors/Managers (2 – 2 ½ hours).</p>